

Abstract of the Disclosure

A method and a system for advertising on the Internet, which provide a plurality of advertisements in limited areas on a web page. The method includes the steps of: (a) grouping advertisements which can be displayed in at least one predetermined area of a web page; (b) determining a sequence for the advertisements included in the groups according to predetermined criteria; (c) assigning channel numbers to the advertisements on the basis of the determined sequence; and (d) establishing a database to connect the predetermined areas to the groups of advertisements and the channel numbers. Therefore, a web page provider can increase advertising revenues, various advertisements can be provided to a user, and the user can be made to stay connected to the corresponding site for a longer period of time.